

## ABSTRACT OF THE DISCLOSURE

The invention provides an electro-optical device, a method of driving the electro-optical device, and an electronic apparatus, capable of maintaining much higher display quality. In the device, when an electrophoresis display device is powered on, a controller carries out a reset process. Next, the controller starts a writing process. When a new writing instruction is received, the controller carries out the selection of reset-writing pixels. The controller selects in spatially and temporally dispersed manner the pixels, which are targets of the reset-writing process. In addition, the selection of the pixel is carried out using a reset-writing selection signal. After the reset process, a writing voltage is applied to the reset-writing pixel. On the other hand, differential voltages are applied to pixels other than the pixels selected for the reset-writing.